A PUBLIC OPINION ON THE ETHICAL PRACTICE IN JOURNALISM PROFESSION

ODU PEACE OKWO

DECEMBER, 2017

A PUBLIC OPINION ON THE ETHICAL PRACTICE IN JOURNALISM PROFESSION

BY

ODU PEACE OKWO
H/MAC/15/01731

BEING A PROJECT WORK SUBMITTED TO THE
DEPARTMENT OF MASS COMMUNICATION,
SCHOOL OF LIBERAL STUDIES,
NUHU BAMALLI POLYTECHNIC ZARIA.

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE AWARD OF HIGHER NATIONAL DIPLOMA IN
MASS COMMUNICATION

December, 2017.

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DECLARATION

I hereby declare that this project has been conducted by me under the supervision of Mal. Aliyu Hussain, Department of Mass Communication, Nuhu Bamalli Polytechnic, Zaria. I have neither copied someone's work nor has anyone else done it for me. All writers whose works were referred to in this research work were been duly acknowledged.

_____   7/12/2017
Odu Peace Okwo   **Date**
H/Mac/15/0731

APPROVAL

This research project has been read and approved by my able Supervisor Mal. Aliyu Hussaini Department of Mass Communication, School of Liberal Studies for meeting the Requirement for the award of Higher National Diploma in Mass Communication.
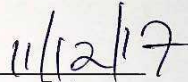
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Mal. Aliyu Hussaini   Date
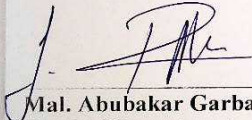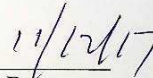(Project Supervisor)

_____   _____
Mal. Umar Sani Hanwa   Date
(Coordinator)

_____   _____
Mal. Abubakar Garba   Date
Head of Department

DEDICATION

This research work is dedicated to God Almighty and to my Late Father in person of Odu Richard Echo who made it possible to complete my HND programme.

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ACKNOWLEDGEMENT

I sincerely express my gratitude to God Almighty, Who gave me life, good health, finance and literary ability to carry out this research project.

I wish to convey my deep appreciation to my project supervisor in person of Mal. Aliyu Hussain who despite tight schedule in the office made out time to read and correct my manuscript. His contribution will always be an imprint in my mind.

I express my gratitude to my Head of Department (H.O.D), Mal. Abubakar Garba, and my Departmental Coordinator, in person of Mal Umar Sani Hanwa, Mal. Rabiu Kera, all Lecturers, in the Department of Mass Communication, Nuhu Bamalli Polytechnic Zaria, for their truthful contributions in making me who I am today.

My deep appreciation also goes to my mother Glory Odu for her caring and support, I also appreciate my uncle in person of Mr./Mrs. Richard E Odu in time of need they stood by me.

I wish to convey my appreciation to my Late uncle Emmanuel for his support and caring, my family members most especially my lovely sisters, Mr./ Mrs. Blessing, Miss. Pamela, Bro. smart, Bro. Ferdinand.

Finally, my appreciation goes to my friends and my course mates and also to Moses Joshua (Engr.). May the Lord Almighty bless every individual whose contribute financially and prayerful.

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ABSTRACT

This research is a critical review of the public opinion on ethical practices in journalism profession, with a case study of Ahmadu Bello University Zaria (ABU). As area of focus. Looking at this study, is to find out whether journalism is being practice in accordantto its set rules and regulation, to assess the level of the media patronage among the people and the study also find out the media content effects of people. it start by making a case in the process of communication and ethically based practices in journalism. A survey method was used for this study and a random sampling techniques was use to draw 20 respondentsfrom the students of Ahmadu bello University Zaria, public administration 70 respondents from the department of mass communication.

The study draw into conclusion that despite the challenges being faced by the professionals in ensuring proper application of the public opinion on the ethical practice. Journalism ethics can still be practicable in Nigeria and in full force.

CHAPTER ONE

(Background of the Study)

1.0 INTRODUCTION

Mass communication refers to the process by which a complex organization with the aid of one or more machines produces and transmits, public message that are directed at larger heterogeneous and scattered audience (Dimock, and Tucker, 2004) [1]. It is also seen as the communication which is directed to relatively large group of people who may not be known to each other, from various background and all works of life. This process can best achieve all these through the use of mass media such as radio, television, newspaper and bill boards.

Public opinion is thought of by a majority as a permanent link between the media and the people and its description borrows from chemistry or physics. It is described as a "direct current" between what people think and what is found in the media, a "fusion," a "chain reaction," and a potential "chemical reaction." Public opinion seemed very elusive to some, who described it as "what comes out of all media praxis, mediatization, of life in society, as if it were a totality, a cake, a magma, a movement, something difficult to define."

Indecision concerning public opinion has resulted in both a debate over its very existence and in the multiplicity of meanings that have been given to it. Multiplicity of meanings by each interviewee was more frequent. Seventeen journalists gave multiple definitions of public opinion that were not always coherent. This ambiguity is not so surprising since public opinion is a political expression that symbolizes the role of the people vis-à-vis the government and there are at least two competing visions of this role. The liberal version of

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public opinion refers to the fundamental role played by the people within a democracy and a strong belief in our system of representative democracy, while the critical version refers to the construction of a public discourse by social actors who are defending their interests, a discourse that may be far removed from the will of the people. This ambiguity reflects the nature of political language, designed to express power relations and to play a part in their construction (Kamens,2012)[2] Public opinion is clearly manipulated because people are only partially informed, we divide information and it is then easier to manipulate people's opinion on small aspects, for people never get the big picture. Take the Gulf War, which is probably the best example of how public opinion could be influenced. You give just a bit of information, there is only one discourse, creation of images, and then there is a poll that says: "yes, the people agree with Canada's intervention in the war."

The second idea refers to the similarity between public opinion and public debate. The public position of social actors who have access to the public space is mistaken for the people's opinion on an issue. A parliamentary reporter explained that public opinion is what opinion leaders say publicly, that is, political men and women, polling institutes, media, social movements, lobbies, experts, and editorial writers, their opinions fill the newspapers and are taken to be the opinion of the people. There are basic differences between these two representations of public opinion, each founded on different reasoning, but some journalists defended both conceptions. The first one refers to manipulation, that is, the mind of the people is influenced by social actors' discourse. The second one does not have any link with the people's mind and is simply the public discourse of the social actors. (No one ever said that the public discourse could be the people's mind. Such a "perfect representation"

would be highly doubtful.) To say that public opinion is both would be contradictory since it means that public opinion *is and is not* simultaneously the mind of the people.

Journalists explain daily happenings according to a uniform mission, agreed-upon routines, and established societal relationships.

Their product American newspaper stories in this case helps shape the social order by controlling information dissemination in a fairly structured environment. As a result, the press enjoys the status of a political institution that operates with some authority. The characteristics of an institution include: "taken-for-granted social patterns of behavior valued in and of themselves that encompass procedures, routines, assumptions, which extend over space and endure over time, in order to preside over a societal sector" (Cook, 1998;).[3] The Web has provided the institution of the news media with a new portal for the dissemination of information. The diffusion of new multimedia and interactive technologies has allowed audiences to take over some of this control. This leads to the question: If the press as an institution helps create our political, economic, cultural and social reality through a constructed product, and online news is moving toward depicting that reality minus the construction, then doesn't such technology undermine the press as an institution in some ways? This is a broad question that can be pared down into more manageable research questions: How do print and online journalists conceive of their mission for the newspapers' websites? How have routines such as story writing, formatting, and editing changed because of the technology available? What role is the audience meant to play upon this new platform.

Journalism ethics, the norms of responsible journalism, can be traced back to the beginning of modern journalism in Europe during the seventeenth century. This chapter provides an overview of contemporary journalism ethics by following its evolution, by reviewing and critiquing major approaches, and by suggesting future work. The chapter begins with a view of ethics as practical normative activity that aims to solve problems, integrate values and help humans live rightly, as individuals and as societies. Journalism ethics is defined as a species of applied ethics that examines what journalists and news organizations should do, given their role in society.

The main problem areas include editorial independence, verification, anonymous sources, the use of graphic or altered images, and norms for new forms of media.

Ethics is the analysis, evaluation and promotion of what constitutes correct conduct and virtuous character in light of the best available principles. Ethics does not simply ask how to live well. It asks how we should live well *ethically*, that is, in goodness and in right relation with each other, a task that may require us to forego personal benefits, to carry out duties or to endure persecution.

Ethical reasoning is about how people interpret, balance and modify their principles in light of new facts, new technology, and new social conditions (Ward, 2007)[4]. The boundaries of ethics change. In our time, ethics has come to include such issues as animal cruelty, violence against women, the environment and the rights of homosexuals (Glover, 1999).[5] Ethical reflection is *normative reason in social practice*. Ethics is the never-completed project of inventing, applying and critiquing the principles that guide human interaction, define social roles and justify institutional structures. Therefore, ethics, especially journalism ethics, is essentially a practical activity (Black, Steele, &

Barney, 1999)[6] that seeks reasons to questions of how to act. Is it ethical for journalists to reveal their confidential sources to police.

One response to journalism practice is to develop the ideal of an objective news press, with codes of ethics and other professional features. The liberal idea of a social contract was used to argue that society allowed professional journalists to report freely in return for responsible coverage of essential public issues (Klaidmanand Beauchamp, (1987).[7]

1.1 STATEMENT OF THE PROBLEM

Ethics in journalism serve as a cradle upon which certain rules and regulation guiding and promoting the activities° of the media are being nursed. Journalism ethics provide direction and focus to the activities of the media by guiding and regulating the behaviors and conduct of the working journalists with the view to achieve the set goals safely and effectively.

However much have not been said as to whether the rules and regulations are absolutely practiced by journalists in Nigeria, whether the rules and regulations are presently applicable in Nigerian context or not and what are the challenges in applying such rules and regulation among the working professionals.

It is imperative for the media to practice in a more ethical way so that the credibility gap already created can be effectively controlled or even eliminated completely.

Thus this research work intends to access the perception of the public on how the application of moral values affects the practice of journalism.

1.2 SIGNIFICANCE OF THE STUDY

This research is appropriate and relevant because it will serve as estimating factors with which practical journalists will stand to prepare themselves better and face the lofting challenge of the profession.

It would serve as a medium through which journalistic ethics would be effectively communicated not only to those in the trade but also to those whose ambition is too involved into it in near future.

It is also significant because it would stand as a protecting agent with which the media operate safely and responsibly in carrying out their common assignment.

Furthermore the research would serve as a source of reference to students especially mass communication students and others whose research or assignment is of relevance.

1.3 PURPOSE OF THE STUDY

This research work is aimed at identifying the following:

(1) To determine whether journalist is practice in accordant to its set rules and regulation.
(2) To assess the level of media patronage among the people.
(3) To find out how the media content affects the life of people.

1.4 RESEARCH QUESTIONS

1. What are the ethical aspects applied in journalism practice?
2. Does the application of ethical practice in journalism affect the behavours and conduct of journalistic profession?

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3. Do the media content affects the life of people?

1.5 SCOPE /LIMITATION OF THE STUDY

The study will be carried out on (Ahmadu Bello University (ABU) Zaria of Kaduna State). Therefore all respondent would be drawn from the students of Ahmadu Bello University, Zaria.

There are some factors that may hinder the researcher from attainting the peak of the research work. Which are:-

The choice of the area of study came as a result of the fact that, the study being academic in nature that is expected to be completed within a specified period needs smaller area coverage so as to effectively accomplishment the assign task. So also taking into consideration is the financial constraints faced by the researcher.

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CHAPTER TWO
(Literature Review)

2.0   Introduction

This chapter therefore reviewed existing literature related to the topic under study. It reviewed concept such as functions of media, journalism practice, online and other related studies. The chapter also deals with the theoretical frame adopted for the study. In the research context, literature means a collection of printed materials provided in the form of books, Journals, Magazines Newspapers, document abstracts, proposals, report etc. dealing with specific subject. According to Robinson, (2011). Journalism is the production and distribution of reports on the interaction of events, facts, ideas, and people that are the "news of the day" and that impacts society to at least some degree. [1] The word applies to the occupation (professional or not), the methods of gathering information, and the organizing literary styles. Journalistic media include: print, television, radio, Internet, and, in the past, newsreels. Concepts of the appropriate role for journalism varies between countries. In some nations, the news media is controlled by a government intervention, and is not a fully independent body. In others, the news media is independent from the government but the profit motive is in tension with constitutional protections of freedom of the press.

Ruth, (2010)The review of literature involves Building your research project on Specific foundation of earlier studies in a given area of Interest Literature here simply Means reference to earlier writer and relevant materials to the chosen research project topic or Problem. Literature makes use of primary and secondary Sources. [2]

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Therefore, literature review concerns with the exhaustive survey of what has been done or known on a given identified problem. It helps the researcher to discover the extent of work or other studies done already in the problem area.

2.1   DEFINITION OF CONCEPTS

Acquiring knowledge and understanding, through reading, research etc.

2.1.1**Public opinion**: According to Kellner, (1998).Public opinion is the opinion or attitude of the public regarding a particular matter [3] The desires, wants, and thinking of the majority of the people – or the collective opinion of the people of a society or state on an issue or problem – is called **public opinion**. The English term "public opinion" dates back to the seventeenth century work by John Locke, An Essay Concerning Human Understanding, which contains an early consideration of the importance of public opinion in the ordering of politics. The term was derived from the French wordl' opinion, which was first used in 1588 by Michel de Montaigne.

This concept came about through the process of urbanization and other political and social forces. For the first time, it became important what people thought, as forms of political contention changed Tönnies (1970)[4]

From the above definition public opinion is collection of individual believe towards a particular subject matter. The desires, wants and thinking on majority of the people or the collective opinion of the people in a society or state in an issues or problems.

2.1.2 Ethics: According to Thompson, (2012) Ethics is the analysis, evaluation and promotion of what constitutes correct conduct and virtuous

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character in light of the best available principles.[5] Ethics does not simply ask how to live well. It asks how we should live well ethically, that is, in goodness and in right relation with each other, a task that may require us to forego personal benefits, to carry out duties or to endure persecution.

Ethical reasoning is about how people interpret, balance and modify their principles in light of new facts, new technology, and new social conditions. In our time, ethics has come to include such issues as animal cruelty, violence against women, the environment and the rights of homosexuals. Ethical reflection is normative reason in social practice. Ethics is the never-completed project of inventing, applying and critiquing the principles that guide human interaction, define social roles and justify institutional structures.

From the above definition ethics are those roles or those principles that the media or the public have to abide and work upon as one by living a fearful or trusted life that work according to the law that guide them as a whole. Again by avoiding those things that are necessary to the society Odu Peace Mass Communication Department Nuhu Bamalli Polytechnic Zaria.

2.1.3   **Journalism**: According Qasim (2007).[5] Journalism is the collection, preparation and distribution of news and related commentary and feature materials through such media as pamphlets, newsletter, magazines, Radio, Motion Pictures, Television, the internet and books.

The earliest known Journalists product was a news sheet in ancient Rome called the ACTA DIURNA published daily from 59 BC, it was hung in prominent places and recorded important social and political events.

This is the work of collecting writing and publishing of news stories and articles in Newspapers and magazines or broadcasting them on Radio and Television to inform the general public on things happening in the world .

It is a new effort in reporting in which professional communicators use Social research method to gather, interpret and vividly present information to the target audience.

2.2 FUNCTIONS OF THE MEDIA

Sambe (2005)[6] highlights the following as the function of the mass media.[7]

2.2.1 SURVEILLANCE ROLE: The surveillance function of the news media is therefore its basic responsibility. The news media survey environment and report to the people in other to reduce uncertainties and increase the probability that the audience will react to conflict and change in a rational way.

In performing these activities scouts round the environment and bring news of development, danger, threats to national stability threats to public welfare and so on to the people.

2.2.2 CORRELATION FUNCTION: This deals with how the media interprets and assigns meaning to issues, to help people see how their views align with public opinion. Powerful advertisements can be great example of correlation e.g. an advertisement showing a gun loaded with cigarettes instead of bullets, which is supposed to be a metaphor highlighting the dangers of smoking cigarettes. This ad is an example of the correlation function of the media, because the media has expressed a negative view of smoking and it is up to the audience to determine whether their views are aligned with the media's. Guns are seen as dangerous weapon that many

people fear, drawing a comparison between guns and cigarettes can be very influential in discouraging people from smoking.

2.2.3 ENTERTAINMENT FUNCTION: Media entertain as they inform.

Music brings enjoyment and relaxation to the audience, while comic strips and articles are designed primarily to entertain. People also know that spoils provide entertainment when we want our favorite teams to win. This is mainly to entertain us and relieve our nerves after the various hard news flitting about.

2.2.4 CULTURAL TRANSMISSION: It is the function of the media to transfer culture from one ethnic group to another, one nation to another and from one generation to another, for the purpose of promoting and even integrating culture. This informs the reasons why artistes like Mamman Shata, Dan Maraya Jos (all soloists) were variously honoured with Doctoral Degrees from some Nigerian Universities because they transmit cultural heritage through their songs.

2.2.5 STATUS CONFERRAL / CONFERMENT OF STATUS: The media conferment status on persons, organizations and ideas. Those whose deeds are reported by the mass media are instantly elevated to prominence more than they previously enjoyed. They also legitimize die status of organizations and movements. This function means that the more one is featured in the media, the more one's status is raised to public prominence.

2.2.6 ENFORCEMENT OF CULTURAL NORMS AND VALUE: The mass media play a role in the enforcement and transmission of culture through their coverage of cultural festivals, traditional dances, exhibitions of local arts and crafts, folklore and vernacular discussion programmes on radio and television as well as publications in newspapers and magazines. The role

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is heightened by the Medias ability to define, analyse and interpret issues that manifest in the form of news, features, editorials and documentaries.

2.2.7 NARCOTSING DYSFUNCTIONAL ROLE: The media carried out the functions that impact positive values attributes on many society. Also the media has been noted for dysfunctional roles that is, for playing negative roles in the society. One of the noticeable dysfunctional roles of the media in our society today is the dominance and propagation of violence particularly on television and video film industry. Home video which is very popular now with Nigerian films also carries scenes of violence that children watch on screen and are most prone to their violent behavior in adulthood.

2.3 MEDIA AND ITS AUDIENCE

The content of mass media plays a vital role in the society by making its audience understands the message put forward by such medium. This scenario helps communication scholars to make a huge contribution on the role media messages play in changing the behavior of the audience on a particular issue message are mostly transferred through electronic medium of communication different perceptions are put forward by the scholars inform of theories that can basically be categorized into those with the view that exposure to media content affects receivers perception and those of the opinion that media content only serve as the catalyst for the depicting already built attitude and perception of audience.

Whether we are watching TV, surfing the Internet, listening to our iPods, or reading a novel, we are all engaged with media as members of an audience. Despite the widespread use of this term in our popular culture, the meaning of "audience" is complex, and it has undergone significant historical shifts as

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new forms of mediated communication have developed from print, telegraphy, and radio to film, television, and the Internet. Communication scholars explore the concept of media audiences from four broad perspectives: as "victims" of mass media, as market constructions and commodities, as users of media, and as producers and subcultures of mass media. The goal of the text is for students to be able to think critically about the role and status of media audiences in contemporary society, reflecting on their relative power in relation to institutional media producers. (*Katz, 1959*)[7].

Audience' is a very important concept throughout media studies. All media texts are made with an audience in mind, i.e. a group of people who will receive it and make some sort of sense out of it. And generally, but not always, the producers make some money out of that audience. Therefore it is important to understand what happens when an audience "meets" a media text.

When a media text is being planned, perhaps the most important question the producers consider is "Does it have an audience?" If the answer to this is 'no', then there is no point in going any further. If no one is going to watch/read/play/buy the text, the producers aren't going to make any money or get their message across. Audience research is a major part of any media company's work. They use questionnaire, focus groups, and comparisons to existing media texts, and spend a great deal of time and money finding out if there is anyone out there who might be interested in their idea.

2.4 JOURNALISM PRACTICES

Journalism like other profession has direct impact on the citizen and the society at large. Practitioners are expected to be guided by a code of conduct which members are expected to comply with strictly and to be enforced by a body acceptable to all the stakeholders.

However, journalism practice in Nigeria has raised a lot of question as to the proprietary of referring to it as a profession. The loose definition of the criteria for memberships has made the profession an all-comers affair. Also the absence of a prescribed qualifying test has made it difficult to moderate the standard of journalism practice in Nigeria. To restore credibility to the profession, the gap between school curricula and journalism practice must be bridged. A revisit to the existing code of conduct to explicitly state those who can practice journalism in Nigeria is necessary. Also an acceptable remuneration package comparable with other profession must be worked out. (Adaja, 2012).[9]

Every society needs its intellectual and journalism class mostly because you cannot entrust governance and the wellbeing of the people wholly to politicians, the elite and the bureaucrats as the vast majority of politicians the elite and the bureaucrats are the scam or the earth. They are like the fabled vampires that suck blood and sap human energy.

Nigeria was home to some of the best and the brightest journalists and writers the world had to offer. Several Nigerian media houses produced good intellectuals and social critics of no means feat. And indices make social critics and intellectuals work for or associated with several media

houses. They battle military regimes fought against corruption and indiscipline and championed the people rights.

Nigeria journalism had their short coming, but the good news was that collectively and individually and for the vast majority of the time they were individually and as a group a credit to the nation and their profession.

The time when the journalism profession meant something to the nation and to the people, was when journalism practiced their craft the way it was meant to be practiced. In pursuant of their duties they had several obligations and responsibility which included reporting the truth, shining light in dark places and educating the people and the government.

It is not correct in fact using a spiky broad brush to pain them all would be insincerely and sinful. That is because in spite of the rotten state of profession there are few good men and women who are dedicated to the idea and the ideals of the profession. Journalists toil day and night to the glory of their craft.

2.5   ONLINE MEDIA

The internet has change the face of communication with journalism are beginning to have a new way of packaging and disseminating news to the public.

Though few journalists in Nigeria have access to the internet and most of them do that in their respective places of work (without personal internet access) because internet connection is limited to senior people especially managing editors and   senior staff notwithstanding, they are not out of the global village. So journalists access internet from cyber cafés, libraries and

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media resource centers and most of them still use the internet to send email, beyond sending email to headquarters and receiving instructions from the same internet has created new opportunities for journalists to sell stories not only to other media houses locally but across the globe. The internet has made the world smaller for journalists to explore.

This wonderful technology has also made research and various subject matters available via chatting and exchange of messages. The internet also push journalists to learn new skills on how to add content to a web-site blog and create hypertext links, the coming of the internet is also lending journalists to basically know photographic skills such as how to take digital picture and upload them to a computer or add them to a blog and web-site (Felix .2011)[10]

Mass communication is seen as process of disseminating messages to a large number of audiences through some forms of technology at a time. Therefore forms of technology used to disseminate messages also regarded mass media.

Mass media are the means of public communication reaching a large, scattered, heterogeneous and anonymous audience at the same time. Mass media have been proved a boon to human society. With nothing influencing the lives of modern men as the mass media have.

Online Reporting

Being online and using the internet is just like being in the real world - you can chat to people, play games and share pictures. But sometimes things happen which can make you upset. People may say nasty things to you which upset you, or you may see something that you don't like.

You must report your true earnings before deductions. If you do not, you may have to repay some or all of the money you received. You must always report your earnings during the week(s) you earned them. For example:

If you worked in a particular week and will be paid later, you must report the number of hours you worked during the actual week you worked. You cannot wait until you are paid to report those hours and the earnings.

When reporting your earnings for each calendar week (Sunday to Saturday), round to the nearest dollar.

Report only full hours worked for each calendar week (Sunday to Saturday).

For example, if you worked 38 hours and 45 minutes, enter 38 hours.

If you started full-time work, state the date that you started. Report all employment, whether you work for someone else or for yourself. You also must notify us if you leave your job or lose your job, and tell us the reason.

Online reporting and other journalism produced or distributed via the Internet. The Internet has allowed the formal and informal publication of news stories through mainstream media outlets as well as blogs and other self-published news stories. (Ohaja, 2003).[11]

2.7 HISTORICAL EVOLUTION OF AHMADU BELLO UNIVERSITY ZARIA.

As Nigeria approached independence on October 1, 1960, it had only a single university: the University of Ibadan, established in 1948. The important Ashby Commission report (submitted a month before

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independence) recommended adding new universities in each of Nigeria's then-three regions, as well as the capital, Lagos. Even before the Commission report, however, the regional governments had begun planning universities. In May, 1960, the Northern Region had upgraded the School of Arabic Studies in Kano to become the Ahmadu Bello College for Arabic and Islamic Studies. (The college was named after the region's dominant political leader, Alhaji Sir Ahmadu Bello.)

The Ashby Commission report recommendations gave a new impetus and direction, and it was ultimately decided to create a University of Northern Nigeria at Zaria (rather than Kano). The university would take over the facilities of the Nigerian College of Arts, Science and Technology at Samaru just outside Zaria, and would incorporate the Ahmadu Bello College in Kano, the Agricultural Research Institute at Samaru, the Institute of Administration at Zaria, and the Veterinary Research Institute at Vom on the Jos Plateau. The law establishing the new university was passed by the Northern Region legislature in 1961. It was decided to name the university after Ahmadu Bello, and the Kano college then took the name of Abdullahi Bayero, a past Emir of Kano.

At the opening on October 4, 1962, thanks in part to absorbing existing institutions, ABU claimed four faculties comprising 15 departments. However, students in all programs numbered only 426. The challenges faced were enormous. Over 60 years of British colonial rule, education in the Northern Region had lagged far behind that of the two southern regions. Few students from the North had qualifications for university entrance, and fewer still northerners had qualifications for teaching appointments. Of the original student body, only 147 were from the North. ABU's firs (ABU) is a federal

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government research university located in Zaria, Kaduna State. ABU was founded on October 4, 1962, as the University of Northern Nigeria.

The university operates two campuses: Samaru (Main) and Kongo in Zaria. There is also pre-degree School located in Funtua few Kilometres away from main campus owned by the university. The Samaru campus houses the administrative offices, faculties of; physical sciences, life sciences, social-sciences, arts and languages, education, environmental design, engineering, medical sciences. agricultural sciences and research facilities. The Kongo campus hosts the faculties of Law and Administration. The Faculty of Administration consists of Accounting, Business Administration, Local Government and Development Studies and Public Administration Departments. Additionally, the university is responsible for a variety of other institutions and programs at other locations.

The university is named after the Sardauna of Sokoto, Alhaji Sir Ahmadu Bello, the first premier of Northern Nigeria.

2.8 THEORETICAL FRAME WORK

This study will employ Agenda Setting Theory.Propound byCombs and Shaw in 1972/1973.

Tenets /Assumptions of the Theory[12]

1. The mass media, such as the press, do not reflect social reality because newsroom staff or broadcasters

2. People get their news from limited sources because people do not pay attention to all outlets; thus they rest on the mass media.

3. Few media agenda, which were chosen by professional gatekeepers, lead people to perceive given issues as important.

The Theory the agenda-setting theory proposes that the facts which people know about public issues tend to be those which the mass media presents to them. Also, the significance which they ascribe to the same issues tends to be proportionate to the amount of attention given to the same issues in the media.

Here, it is assumed that the media sets the agenda for our general discussion the media may not always determine what we think, but what we think about. Although we have a right to think what we want to think, but surprisingly, we tend to think most of those things the media highlights as important.

The following could be responsible for agenda-setting:

(a) The number of times an issue is reported;

(b) Using headline and picture display strategies to play up a report in the media;

(c) Reports that give room for "points and counter-points."

The Agenda setting theory comes from a specific perspective because it predicts that if people are exposed to the same media, they will place importance on the same issues.

According to Chaffe and Bergers (1997) in Anaeto et al (2012) criteria for scientific theories, agenda-setting is a good theory because[13]

➤ It has explanatory power because it explains why most people prioritize the same issues as important.

➤ It has Predictive power because it predicts that if people are exposed to the same media, they will feel the same issues are important.

➤ It is parsimonious because it is not complex, and it is easy to understand.

➤ It can be proven false. If people not exposed to the same media, they will not feel the same issues are important.

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- Its meta-theoretical assumptions are balanced on the scientific sides.
- It is a springboard for further research.
- It has organizing power because it helps organize existing

However, Adepoju (1999) cited in Anaeto etal (2012) state that the agenda-setting theory is sometimes unclear about the role of interpersonal influence in the public's adoption of mass media agenda of issue.[14] In other words, would the information and perceptions which spread by word of mouth (even when they originate from the mass media) be considered as mass media effects or as interpersonal effects.

This theory is good at explaining why people with similar media exposure place importance on the same issues.

Although different people may feel differently about the issue at hand, most people feel the same issues are important.

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CHAPTER THREE
(Methodology)

3.0 INTRODUCTION.

In a research work like this, it is usually important and convenient to collect information relevant to the case study from the relevant stakeholders, in order to make the research work more reliable and scientific. More importantly, it is also a fact that success in research work of this nature largely depends on how intensive and scientific the research process is and the composition of the source of information and data collected.

According to Nnanyelage (2001)survey method is "a process of gathering data from a target population through the use of questionnaire or interviews for the purpose of reaching conclusion on subject matter of the study and providing solution to identified research problem"[1]

While Wimmer and Dominick, (2005) sees research design as "any plan that specify how the data for a particular research should be collected, analyzed and interpreted.[2]

3.1 RESEARCH DESIGN.

According to Devaus (2001)research refers to the overall strategy that you can choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring that, you effectively address the research the research problem.[3].

While Wimmer and Dominick, (2005) sees research design as "any plan that specify how the data for a particular research should be collected, analyzed and interpreted"[4]

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Okoye (1996) opines that: survey is a method which is geared towards the study of people, their attitudinal frame of mind, and their systems, opines motivational range and manifestation. Survey method which was used is adopted to counter-check the already existing ideas and knowledge known and seen which concerns this study. (5)

POPULATION OF THE STUDY.

Population refers to all cases or individual that fit a certain specification (Okaja, 2003)[6] population is also seen as aggregate of all cases that conform to some designated set of specification (Chein in Madueme,2010)[7] such specification may be people, subject, items, sectors etc.

In this study the population will be the entire undergraduate Ahmadu Bello University Zaria. Since the research is to know the contribution on public opinion in journalistic practice. It is necessary to sample the opinion of the population from the undergraduate students of Ahmadu Bello are 4000 in numbers.

SAMPLE SIZE AND SAMPLING TECHNIQUE

Sample is the selection of same members or elements from the population for actual investigation" (Okaja, 2003).[8]

According to (Nwodu 2003) a "sample size is the selected number of element from the population due to the impracticability of studying the whole population in other words sample size in research is the selected

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number of element from the population due to the impossibility of studying the whole population. [9]

In order to arrive at trusted and reliable result. The sample size of the study is one hundred and twenty (120) within undergraduate ofAhmadu Bello University Zaria.

Sampling technique is seen as "a process of selecting a unit of the number in a whole population to be used in conducting research"(Oyekami,2006)[10].

The sampling techniques that will be suitable for this research is random sampling technique.

A random sampling technique refers to the selection of samples based on chances where every member of the population is given equal chance of being selected to make up the desired population. The method of data collection and distribution will be questionnaire which consists of a series of questions and other prompts for the purpose of gathering information from respondents.

According to Osuala (1982:) random sampling procedure refers to as method of drawing a portion of population so that each member has equal chance of being selected. [11]

Questionnaire will be distributed to the students undergraduate Ahmadu Bello University Zaria, where public administration department will have 20, questionnaire, Mass Communication Department have 70, Department

Business Administration and management will have 8 and 7 respectively while accountancy Department will have 15 questionnaire.

The research sample will be the undergraduate students of Ahmadu Bello University Zaria, which will draw from the population of the study in total number of four thousand (4000). The research deemed it fit to use simple random sampling techniques which are the type of probability sampling to drive sample for the study which amounted to a total number of 120 sample sizes for the sake of random selection. For the sake of this, the chosen method will provide all the all the undergraduate students of Ahmadu Bello University Zaria the equal opportunity to be selected.

INSTRUMENT OF DATA COLLECTION.

Aina (1995) Defines instrument as what the researcher uses to collect data. An instrument in research refers to the tool or equipment used. Among the instrument of survey method are questionnaire and interview [12]. The research will adopt the use of questionnaire as the instrument of data collection. Gillham (2008) define questionnaire as "a research instrument consisting of a series of question and other prompts for the purpose of gathering information from respondent." [13]

A questionnaire according to BBC Dictionary (1992)is a written list of questions which are answered by a number of people in order to provide information for a report or survey in this research the questionnaire stand the best because it gives the respondents the confidence and convenience to provide answer to questions in the questionnaire. [14]

the instrument will be used to obtained useful and adequate information for the study. Close-ended questions will be use to make the response measurable, the interview on the other hand will be conducted by the researcher in order to get in-depth facts from them and their personal opinions about the study.

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CHAPTER FOUR
(DATA ANALYSIS AND INTERPRETATION)

INTRODUCTION

This chapter analysis and interpret the data collected from the respondents through the use of questionnaire. The analysis and interpretation here determined whether the aim of this research work has been achieved or not.

A total of One hundred and twenty questionnaires (120) were distributed to the respondents but only one hundred and five (105) were successfully retrieved and the remaining fifteen (15) were lost.

To interpret and analyze the response of the respondents, the researcher takes each question and analyzed it using table and percentages format.

4.1 DATA PRESENTATION AND INTERPRETATION

TABLE 1: Sex of the respondent

Respondent	Frequency	Percentage
Male	36	34.3%
Female	69	65.7%
Total	105	100%

Source: field survey 2017.

The above table shows that 36 respondents representing (34.3%) are males.

While 69 respondent representing (65.7%) are females.

This shows that majority of the respondents were females by posting 65.7% of the responses.

TABLE 2: Age of the respondent

Variables	Frequency	Percentage
18 – 22 years	41	39%
23 – 27 years	52	49.5%
28 – 32 years	10	9.5%
33 years and above	2	1.9%
Total	105	100%

Source: field survey 2017.

From the table above, 41 respondents representing (39%) were between the age bracket of 18-22years, 52 respondents representing (49.5%) fall between 23-27years, with 10 respondents representing (9.5%) fall between 28-32 years of age, while 2 respondents representing (1.9%) were above 33years of age.

This shows that the majority of the respondents were between 23-27 years of age by posting 49.5% of the responses.

TABLE 3: Marital status of the respondent

Variables	Frequency	Percentage
Single	87	82.9%
Married	16	15.2%
Divorced	2	1.9%
Others (specify)	----	----
Total	105	100%

Source: field survey 2017.

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above shows that 87 respondents representing (82.9%) are singles, 16 respondents representing (15.2%) are married, with 2 respondents representing (1.9%) are divorced. While others (specify) column did not entered any response.

shows that majority of the respondents were single by posting 82.9% of responses.

ABLE 4: Educational Attainment of the Respondent

Variables	Frequency	Percentage
Primary	---	---
Secondary	16	15.2%
Tertiary	82	78.1%
Others (specify)	7	6.7%
Total	105	100%

Source: field survey 2017.

The above shows that no response was recorded on the column for those attending primary Education, 16 respondents representing (15.2%) indicate attaining secondary level of Education, 82 respondents representing (78.1%) indicate attaining post secondary level of education, while 7 respondents representing (6.7%) are either University or adult education.

This shows that majority of the individual where at post secondary education by posting 78.1% of the responses.

ener.

les	Frequency	Percentage
y agree	26	24.8%
	64	60.9%
ided	6	5.7%
ree	6	5.7%
gly Disagree	3	2.9%
	105	100%

ree: **field survey 2017.**

s table shows that 26 respondents representing (24.8%) strongly agrees
h the assertion that Journalism practice make the media practitioner well
own in the society, 64 respondents representing (60.9%) agree with the
ew that journalism brings in fame to the media practitioner, 6 respondent
presenting (5.7%) were not sure on whether journalism practice bring in
me to the media practitioner or not, with 6 respondents representing
7%) disagreeing with the said assertion, While 3 respondents representing
9%) strongly disagree with the statement stating that journalism practice
ngs in fame to the media practitioner.

s signifies that majority of the respondents were of the view that,
malism practice brings in fame to media practitioner by posting 85.7% of
responses.

... ideal way in sourcing information.

	Frequency	Percentage
...gree	19	18.1%
	31	29.5%
...d	26	24.8%
	26	24.8%
Disagree	3	2.8%
	105	100%

...eld survey, 2017.

...e table above, that 19 respondents representing (18.1%) strongly ...ith the statement that journalists follow ideal way in sourcing ...ion, 31 respondent representing (29.5%) agree with the view that ...sts follow ideal way in sourcing information, 26 respondents ...nting (24.8%) were not sure on whether journalists follow ideal way ...cing information or not, with 26 respondents representing (24.8%) ...eing with the said assertion. While 3 respondent representing (2.8%) ...y disagree with the statement that journalists follow ideal way in ...g information.

...hows that majority of the respondents were with the view that ...lists follow ideal way of sourcing information by posting 47.6% of the ...ses.

...by the media is not well presented.

	Frequency	Percentage
...ree	6	5.7%
	31	29.5%
	31	29.5%
	30	28.6%
...isagree	7	6.7%
	105	100%

...survey, 2017.

...ble shows that 6 respondents representing (5.7%) strongly agree ...sertion that information gathered by the media is not well ...31 respondents representing (29.5%) agree that information ...the media is not well presented, 31 respondents representing ...re not sure whether information gathered by the media is well ...r not, with 30 respondent representing (28.6%) disagreeing to ...t information gathered by the media is not well presented. While ...ts representing (7%) strongly disagree with the said assertion. ...es that majority of the respondents were not whether messages ...y the media are well presented or not by having equal number on ...and disagree responses.

...present the person they disagree with.

Frequency	Percentage
9	8.6%
45	42.8%
21	20%
25	23.8%
5	4.8%
105	100%

urvey, 2017.

above, 9 respondents representing (8.6%) strongly agree with

that media practitioners mispresent the person they disagree

pondents represent (42.8%) agree that media practitioner

person they disagree with, 21 respondents representing (20%)

on whether media practitioners mispresentperson they disagree

with 25 respondent representing (23.8%) disagreeing with the

, While 5 respondent representing (4.8%) strongly disagree

tement that media practitioners mispresent the person they

.

s that majority of the respondents were of the view that media

mispresent the person they disagree with by scoring 51.4% of

s.

... position to threaten the public.

Frequency	Percentage
30	28.6%
23	21.9%
11	10.5%
31	29.5%
10	9.5%
105	100%

...ey, 2017.

...shows that 30 respondents representing (28.6%) strongly

...ertion that media practitioners use their position to threaten

...pondents representing 21.9% agree that media practitioners

... to threaten the public, 11 respondents representing (10.5%)

...hether media practitioners use their position to threaten the

...with 31 respondent representing (29.5%) disagreeing to the

...while 10 respondents representing (9.5%) strongly disagree

...on that, media practitioners use their position to threaten the

...hat majority of the respondents were of the view that media

... their position to threaten the public by posting 50.5% of the

...offending the media practitioner.

Frequency	Percentage
22	20.9%
47	44.8%
7	6.7%
23	21.9%
6	5.7%
105	100%

2017.

...ve 22 respondents representing (20.9%) strongly agree that people use to be afraid of offending the media ...ondents representing (44.8%) agree that people use to be ...the media practitioner, 7 respondent representing (7%) ...sure whether people use to be afraid of offending the or not, with 23 respondent representing (21.9%) ...fact that people use to be afraid of offending the media ...respondents representing (5.7%) strongly disagree with ...majority of the respondents were of the opinion that ...raid of offending the media practitioner by posting 65.7%

Frequency	Percentage
22	20.9%
47	44.8%
7	6.7%
23	21.9%
6	5.7%
105	100%

2017.

..e 22 respondents representing (20.9%) strongly agree
...that people use to be afraid of offending the media
...ondents representing (44.8%) agree that people use to be
...the media practitioner, 7 respondent representing (7%)
...sure whether people use to be afraid of offending the
...or not, with 23 respondent representing (21.9%)
...fact that people use to be afraid of offending the media
...respondents representing (5.7%) strongly disagree with

...majority of the respondents were of the opinion that
...raid of offending the media practitioner by posting 65.7%

of the profession,

... that conduct activities in

ncy	Percentage
	49.5%
	30.5%
	11.4%
	6.7%
	1.9%
	100%

t 51 respondents representing (49.5%) strongly

at people respect media practitioner that conduct

the demands of the profession, 32 respondents

hat people respect media practitioner that conduct

the demands of the profession. 12 respondents

cate not been sure whether people respect media

activities in accordance to the demands of the

respondents representing (6.7%) disagreeing to the

media practitioner that conduct activities in

ands of the profession. while 7 respondents

gly disagree with the said assertion

of the respondents were of the opinion that media

pected when the work in accordance to the demand

ring (80%) of the responses.

...dents to commend on how
actice in accordance to its set rule, the study
the respondents were of the opinion that
carried out by the journalists based on the
t to violate the rules.

...enting that, the journalists should not be bias
...rent. With others holding that journalist be
...selfless way putting their emotions aside. Also
...ollow the ideal way sourcing for information
...not unreliable person in other for the public to
...on.

...vered that majority of the respondents were
...post-secondary school level of education, falling
...27 years as indicated on table 1,2,3 and 4

...discovered that majority of the respondents were
...ism practice brings in fame to media practitioner
...ollow ideal way in sourcing information which
...sted. This is indicated on table 5 and 6 of the data
...section.

...ered that media practitioners use their position to
...gree with making them to be afraid of offending the
...those performing their work in accordance with

... of respect. This is indicated on table 7,8,9 and 10

... OF FINDINGS

...he findings, shall be made here in answering of the research

...ch was raised previously on chapter one of this study.

...vel of media patronage among people?

...dings discovered that the media patronage on the public is low

...information gathered by media men is not well presented.

...e media content affect the life of people?

...iscovered that most of the respondents were of the view that

...tioners mis-present the person they disagree with which resulted

...ent affecting the life of people negatively.

...n practiced in accordance to its set rules and regulations?

...e respondents were of the opinion that journalism is not

...accordance to its set rules and regulations because people use to

...f offending the media practitioner as the nature of profession.

...this, the media should always follow the ethics that guide their

...and not going outside their profession.

CONCLUSION AND RECOMMENDATION)

...vered that number of the respondents supported that the

...by the public is low and that media practitioners mispresent

...y disagree with, thus creating messages to their content

...of people negatively.

...discovered that journalism is not practice effectively in

...s set rules and regulations because people use to be afraid of

...media practitioner because of the nature of their profession.

...astigating anyone not on their good book.

...N

...pinion and data sources while carrying out the research are

...or one to have agree and conclude that, despite the challenges

...the professionals in ensuring proper application of the public

...ethical practice. Journalism ethics can still be practicable in

...full force.

...findings further evaluate the fact that journalism ethics

...behavior and conduct of the journalist not only in dealing with

...sponsibilities but also in dealing with his day to day affairs.

...des that journalism ethics also influence the ...es towards the general activities of the media.

...ATIONS

...come of the research, the following recommendations were

...both federal and state should make sure that only those who
...y trained work in the media house.

...working in the media should be well conversant with the
...s and with them no matter how difficulties.

...d be properly motivated financially and otherwise so that no
...ould make them violate their ethics.

...s who are found in the habit of violating the ethics should be
...ding to the demands of the law.

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APPENDIX

QUESTIONNAIRE

Department of Mass Comm.

School of Liberal Studies,

Nuhu Bamalli Polytechnic,

P. M. B 1061, Zaria.

Dear Respondent,

I am a final year student of the above named Department conducting a research to assess the **Public Opinion** on the **Ethical Practice in Journalism Profession** using **Ahmadu Bello University Zaria as the area of focus.** The information given by you will be treated confidentially.

INSTRUCTION: Please tick | | the appropriate option in the box provided.

(1) Sex of the respondent.
   a. Male ( )   b. Female ( )

(2) Age.
   a. 18-22years ( ) b. 23-27years ( ) c. 28-32years ( ) d. 33year and above ( )

(3) Marital status.
   a. Single ( ) b. Married ( ) c. Divorced ( ) d. Others (specify)..........

(4). Educational attainment.
   a. Primary ( ) b. Secondary ( ) c. Tertiary ( ) d. Others (specify).......

(5). Journalism practice brings in fame to the media practitioner
   a. Strongly Agree ( ) b. Agree ( ) c. Undecided ( ) d. Disagree ( ) e. Strongly Disagree( )

(6). Journalists follow aun ideal way in sourcing information.

Strongly Agree( ) b. Agree ( ) c. Undecided ( ) d. Disagree ( ) **e. Strongly Disagree ( )**

(7). Information gathered by the media men is not well presented.

a. Strongly Agree ( ) b. Agree ( ) c. Undecided( ) d. Disagree ( ) **e. Strongly Disagree ( )**

(8). Media practitioners mis present the person they disagree with.

a. Strongly Agree ( ) b. Agree ( ) c. Undecided ( ) d. Disagree ( ) e. Strongly Disagree ( )

(9). Media practitioners used their position to threaten the public.

a. Strongly Agree ( ) b. Agree ( ) c. Undecided( ) d. Disagree ( ) e. Strongly Disagree ( )

(10). People use to be afraid of offending the media practitioner.

a. Strongly Agree ( ) b. Agree ( ) c. Undecided ( ) d. Disagree ( ) e. Strongly Disagree ( )

(11). People respect media practitioner that conduct activities in accordance to the demands of the profession.

a. Strongly Agree ( ) b. Agree ( ) c. Undecided ( ) d. Disagree ( ) e. Strongly Disagree ( )

(12). Comment on how best to carry out journalism practice in accordance to its set rule _____